

SCHOOL-TIME FASHION NOTES, FALL CLOTHING VALUES!



DARLING IDEA DORMS—It's the very latest in sleepwear for the high school and college girl: a nightshirt with matching pillow case. The shirt comes in three collar styles and a choice of six fabric patterns and twelve colors. One style has long sleeves with barrel cuffs; the others have three-quarter length sleeves. All styles have side slits, a patch pocket and the fabric is 100% cotton.
By BONJEE OF SCRANTON, PA.



TOP HONORS go to this striking two-tone cashmere sweater that's paired with a matching wool jersey skirt. A fringed scarf highlights this charming fashion for the coed.
By ARBE ORIGINALS



DARLING DENIM semi-flare bermuda wrap skirt features tri-cornered patch pockets; self buckles at the sides. The print tailored shirt sports its own hood that's attached at back. Great with knee socks!
By COUNTY CALICOS



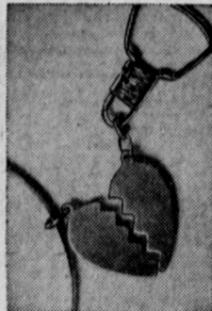
FOR THE CLASSROOM, fragrances should be chosen with care and applied in a moderate amount. A popular way to apply fragrances is by diffusion — an atomizer for perfume; "mist" containers for cologne and toilet water.
Photo by HOUSE OF LENTHERIC



HAVE HAIR DRYER . . . will travel! The cased electric hair dryer is as important as a ticket for getting to school. The handsome zipper case above opens to reveal a four-temperature dryer, flexible hose, over-sized hood, and room for curlers.
By JOHN OSTER CO.



FOR THE FIRST TIME, dresses are being made in a double knitted stretch fabric. It provides freedom of movement and the two-way stretch quality reduces the need for major alterations.
"VITALIA" Fabric of 100% textured Enka nylon



SCHOOL RESUMES and "steadies" part for separate schools — with her goes half their heart on a bangle bracelet; he carries the other half on a key ring.
By MARCHAL OF FIFTH AVENUE

A Teen's Shoes Must Be Neat

"Dress up" is the word from junior and senior high school principals and deans across America as 29,000,000 teenage boys and girls return to school.

Experience has taught school administrators that sloppily dressed students in skin-tight jeans, uncreased shirts and threadbare sneakers generally make poor scholars.

When the high schooler assembles a school wardrobe, it's a good idea to start from the ground up. Unfortunately, teenagers tend to neglect shoes when they shop for apparel. For co-eds — and their beaux — there are a multitude of new styles and colors in smooth, brushed and grained leather shoes that will score an instant hit with the crowd, as well as make the grade with the faculty.

Neat casual flats and bright saddle oxfords on slim, flexible leather soles are co-ed campus classic. Colored patent leather or waxed leather moccasins and bright smooth and brushed leather ties that resemble bowling shoes are the newest in fashions. A girl has a virtually limitless choice of low and medium heeled pumps for formal and semi-formal occasions.

For the young men, the latest addition to campus shoe wardrobe are moc-front bluchers—chiefly in grained and smooth leathers—and

plain toe slip-ons in rugged brushed leathers. Year-in, year-out favorites such as smooth leather oxfords and slip-ons are available in many new colors.

Parents can cooperate with educators' efforts to banish sloppy dress from the campus by helping weed out shoe wardrobes as well as by advising their youngsters on suitable shoe purchases.



CAMPUS CLASSIC. This classic black leather moccasin will be worn by college men this fall with both dress and sports clothes. It combines the "more shoe" look with the slim, trim styling that's going back in grand style to campus.



VARSITY POPLIN with the "big game" fun of Fall in mind, this jacket is styled for "Go!" the 100% combed cotton poplin is lined with color guard stripe quilting for weightless warmth, water repellent and they blot clean with just a little water or cleaner.
By MARTIN OF CALIF.

Sweaters Go Patched and Rugged

"Bulky" and "Patchy" . . . those two words sum up the entire look of the new sweaters this fall.

Orlon, which has been for several years the number one best seller in the popular price field, will be getting much competition this year from the natural fibers . . . the new brushed knits that have a heavy bulky look but are really light in weight.

In the natural fibers, you'll be finding smooth wools, hairy tweedy wools, shetlands and alpacas, all in a new muted heather tones accented by synthetic and real leather trims used in many different ways.

'Sportsy' Is the News In Coats

"Sportsy" is the word for sport coats for boys this fall. And they bear little resemblance to suit coats, as they so often have done in the past.

These new jackets look rugged, are rugged, styled to look alive and active with back shoulder gussets for movement . . . and leather trims and patches to give an even sportier feeling.

Newest looking of Fall 63's sport coats is a collarless, four button cardigan that closes up almost to the throat. It's being shown in a wide variety of fabrics . . . belted, half-belted and without belt, and it's sharp because it is so new looking.

Leather is everywhere in trims on the new jackets. Suede outlines pockets, makes yokes and collars, patches elbows. Even corduroy is teamed with leathers this year, as is almost every fabric.

Fabrics are either classic or newly rich-toned blends in dark to vibrant colors, with the camel range of shades still very popular.

All in all, when it's time to choose that essential new sports jacket, there's a wider range of styles, colors and fabrics than for many a moon.



SLIM, NEAT continental styling in casual slack wear . . . interblend gabardine with crease resistant qualities. Automatic wash 'n wear too!
By RAPIER



FOR SCHOOL AND SKIING, this jacket fills the bill! Shoulders are padded for carrying skis; tri-color knit trims on collar and pockets add smartness. It comes with a separate, matching hood.



LIKE APPLES and algebra books, this shirt combines pleasure and play in its neat, yet casual, styling. It's in knit and features a button pocket that looks right closed or open.
By VAN HEUSEN



FOR YOUNG QUARTERBACKS, here's a sweater that can take a beating and takes to machine washing, too. It's made of Creslan acrylic fiber that's light, yet plenty warm.
By PICKWICK KNITTING MILLS



FULL BUTTON FRONTS are the thing in cardigans this Fall . . . with bulky and heavy cable stitch styles being most popular. Colors are subdued and very tasteful with the use of browns, greens, olives and colors that seem to reflect Fall. The fabrics are primarily wool in varying textures.



SIMPLE FOR SCHOOL! The look is uncluttered in this knit shirt of textured Enka nylon. Even the zippered shirt placket helps to keep lines simple. It's easy-care, too.
By MUNSINGWEAR



Read this Special Section for School-time Values

In this issue you will find stores from all parts of the Greater Torrance Area presenting the complete Fall Fashion lines.